MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

BIM1014 – INFORMATION SYSTEMS AND MULTIMEDIA

(B01)

12th. March 2018
09.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This answer scheme consists of **THREE (3)** printed pages including cover page.
2. Answer **ALL** questions in the answer script given.
3. Marks are shown at the end of each question.

ESSAY QUESTIONS (100 Marks)

There are FOUR(4) questions in this section. Answer ALL questions.

Question 1

a. Explain economic, cultural, and technological deviations that take place due to globalization enabled by information technology. (15 marks)

b. Discuss any **FOUR (4)** steps taken to maintain privacy when shopping online. (10 marks)

(Total: 25 marks)

Question 2

a. Describe how Geographic Information Systems (GIS) help in business performance. (16 marks)

b. With an appropriate example discuss **TWO (2)** types of clouds. (9 marks)

(Total: 25 marks)

Question 3

a. With an appropriate example or with an aid of a diagram, explain social media marketing. (16 marks)

b. Explain the following computer crimes
   i. Logic Bomb (3 marks)
   ii. Firewall (3marks)
   iii. Scam (3marks)

(Total: 25 marks)

Continued.....

Question 4

a. Which media is better to distribute Multimedia products: optical disc (Blu- ray/DVD/CD) or Web? Defend your answer. (10 marks)

b. You are hired as a Project Manager to develop an animated movie as a marketing tool for a theme park in Malaysia. Describe what you need to get ready in terms of creativity, organization, communication, hardware, and software for this project. (15 marks)

(Total: 25 marks)

End of Page